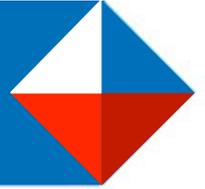




C-Change Cancer Prevention Message Benchmark

StrategyOne

Objective & Methodology



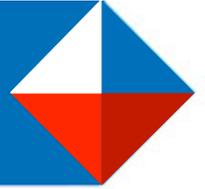
❖ Objective

- To measure adults' current awareness of messages directed at reducing the risk of cancer and looking to see where C-Change can “move the needle” for future awareness.

❖ Methodology

- A national phone study among American adults age 35-65
- Fielded December '07/January '08
- Survey was 15 minutes in length
- Total sample size of 1,000 adults
- Including over-sample of 100 African Americans and 100 Hispanics
- Census weighting for age, gender, income and education
- Hard quota for region (4-point census)

Report Overview

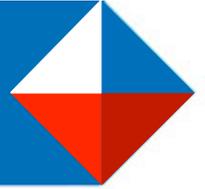


- ❖ This report provides context for adults' knowledge and awareness of messages for reducing their risk of cancer overall, as well as within 4 key behavior areas:
 - *Diet, Exercise, Smoking, and Screening*
- ❖ This report addresses the following key topics...
 - Current health habits
 - Knowledge of cancer and potential risks
 - Engaging in conversations about cancer
 - You can reduce your risk



Key Findings and Opportunities

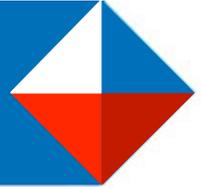
Key Findings



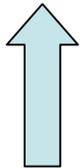
- ❖ Great opportunity for C-Change messaging to...
 - ✓ Increase overall awareness of cancer risk messages
 - ✓ Improve Americans' knowledge of risks and ways to reduce your risk
 - ✓ Reduce perceived difficulty of reducing your risk
 - ✓ Increase the desire to seek information
 - ✓ Improve overall outlook on prevention
 - ✓ Ultimately increase Americans' likelihood to actively reduce their risk

- ❖ *Awareness* is linked to *Knowledge*, which is linked to *Importance*, which is ultimately linked to taking *Action!*
 - ❖ Americans who have awareness of cancer risk messages are more likely to be knowledgeable of the risks (and ways to reduce these risks). Further, knowledgeable adults are more likely to recognize the importance of reducing your risk and therefore most likely to actively take steps to reduce their risk.

Opportunity for Change Improve Measures

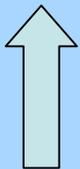


Increase Awareness



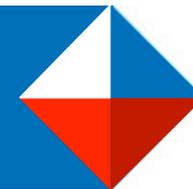
- Only 67% of adults were aware of messages about **reducing their risk** for cancer.
- Only 67% of adults were aware of messages about how increasing **physical activity** can reduce their risk.
- Only 74% of adults were aware of messages about how **medical screenings** can reduce their risk.

Improve Knowledge

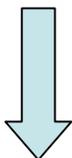


- Almost half of adults are not knowledgeable about the **potential risks of cancer** (45%)
- Every 1 out of 2 adults are not knowledgeable of **ways to reduce their risk** (51%)

Opportunity for Change Improve Measures

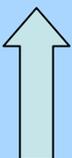


Reduce Perceived Difficulty



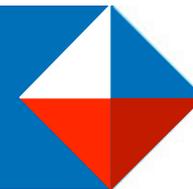
- One in four adults believes it is extremely/very difficult to **reduce their risk for cancer** (25%)
- Two-thirds of adults believes it is extremely/very difficult to **quit smoking or using tobacco products** (63%)
 - Smokers find it most difficult (76%)
 - Non-smokers also agree that it is extremely/very difficult to quit (58%)
- About 25% believe it is extremely/very difficult to have a **healthy diet**
- Almost one quarter of adults believes it is extremely/very difficult to **be physically active** (22%)

Increase Desire to Seek Info

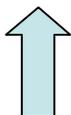


- Only 33% discussed ways to reduce their risk w/ **doctor or healthcare professional**
- Just 16% **sought information** about how to reduce their risk from a website or toll-free number

Opportunity for Change Improve Measures



Improve Outlook on Prevention



- Less than half of adults believe they can make a lot of difference in reducing their risk for cancer (47%)

Increase Action



- Less than half of all adults are **taking steps** to reduce their risk, be physically active, eat healthy or get screened

Reduce Risk	Physically Active	Eat Healthy	Get Screened
44%	49%	42%	43%

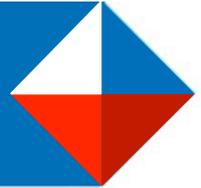


Detailed Findings

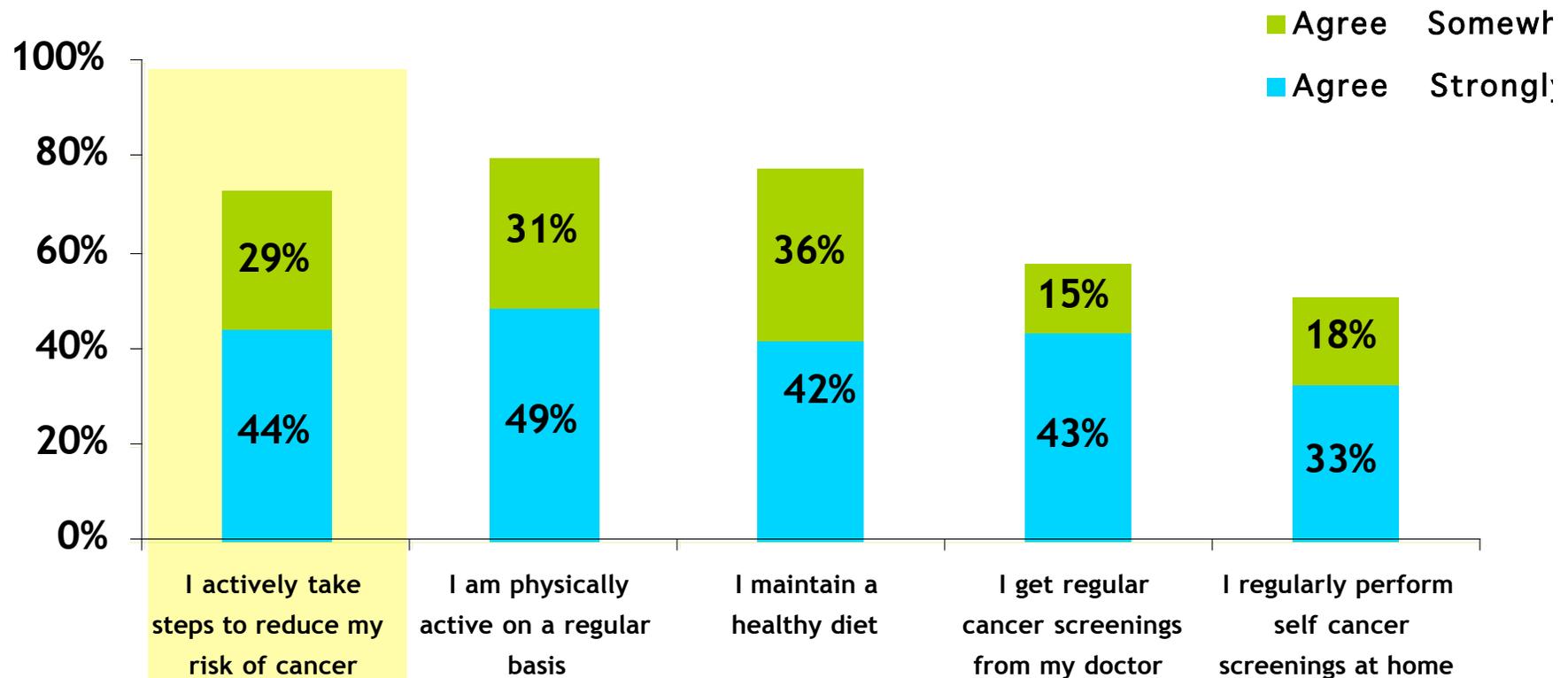


Current Habits

Living a Healthy Lifestyle



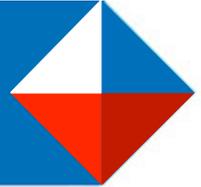
- Fewer than half of Americans (44%) strongly agree they are actively taking steps to reduce their risk of cancer (in general) nor are they strongly acting on any of the risk reducing behavior areas.



5 point scale

QA1. Please read the following statements and indicate how much you agree or disagree with each, using the following scale: Agree strongly, Agree somewhat, Neither agree nor disagree, Disagree somewhat, Disagree strongly

Who is taking steps to reduce their risk?



I Actively Take Steps to Reduce My Risk of Cancer

Americans who are actively taking steps to reduce their risk tend to be:

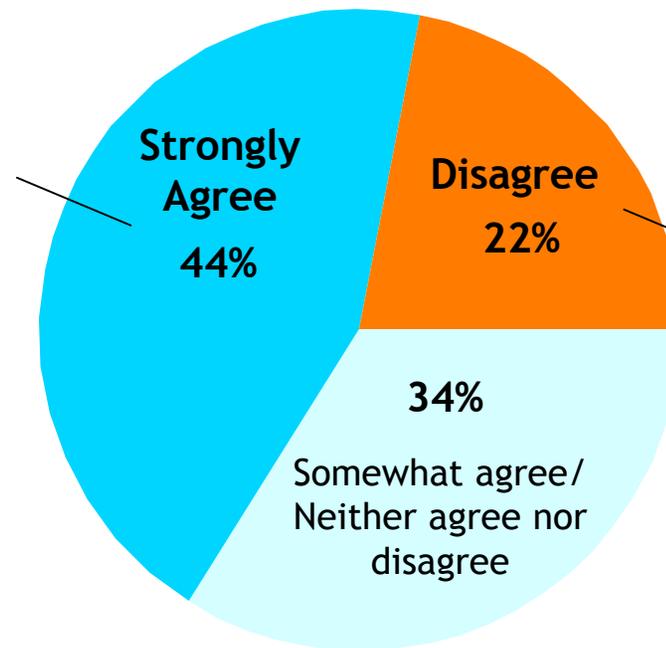
- ✓ Females
- ✓ 55-65 years

They are also more likely to:

- Maintain a healthy diet
- Be physically active
- Not smoke
- Visit their doctor regularly
- Perform self-screenings

Activity is also linked to...

- Knowledge
- Importance
- Perceived difficulty



However, Americans who are not actively taking steps to reduce their risk tend to be:

- ✓ Males
- ✓ 35-44 years
- ✓ Annual income \$25-50k

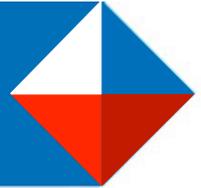
They are also more likely to:

- Be overweight
- Smoke
- Be less physically active
- Not have seen their doctor in past year
- Not perform self-screenings

Lack of activity is also linked to:

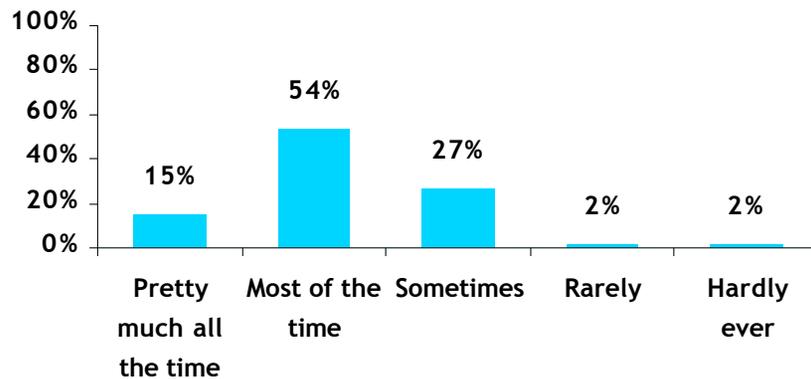
- Lack of knowledge
- Lack of importance
- Perceived difficulty

Healthy Habits

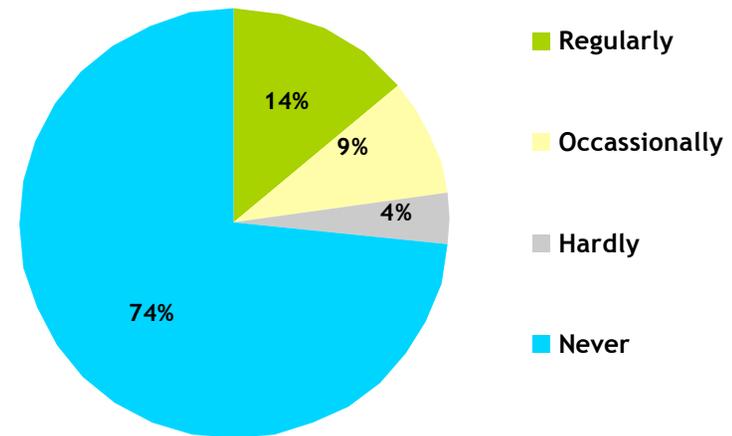


The following is a snapshot of Americans' actions within the four key behavior areas. Of note, self-reported health behaviors tend to be inflated, highlighting even greater opportunity for improvement.

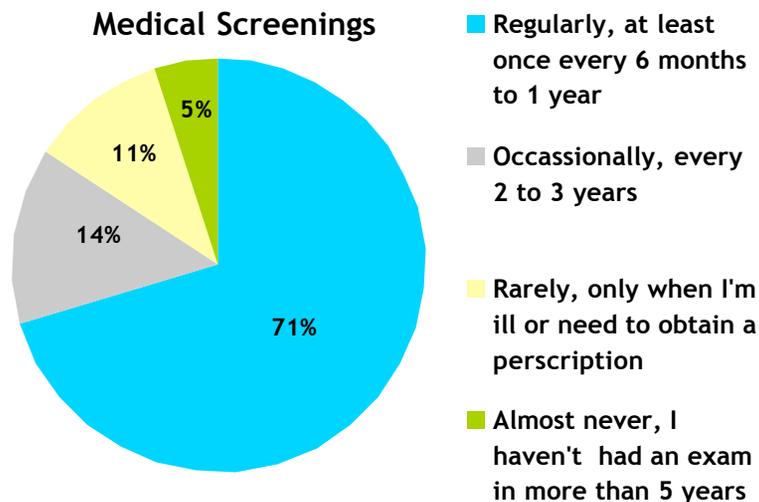
Healthy Eating Habits



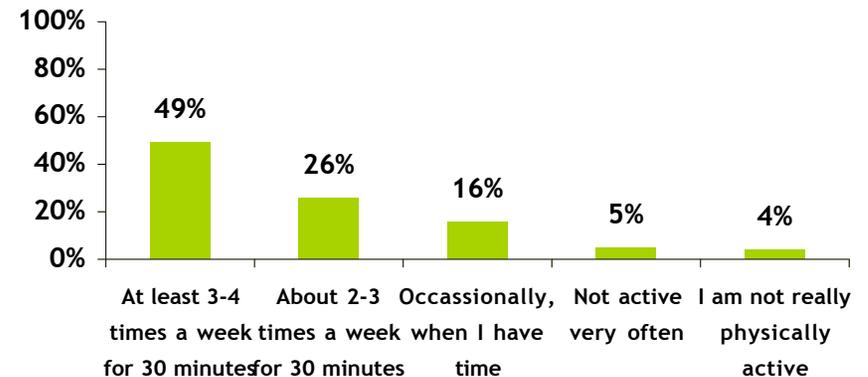
Smoking



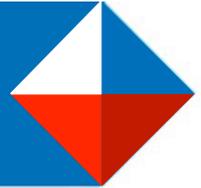
Medical Screenings



Physical Activity

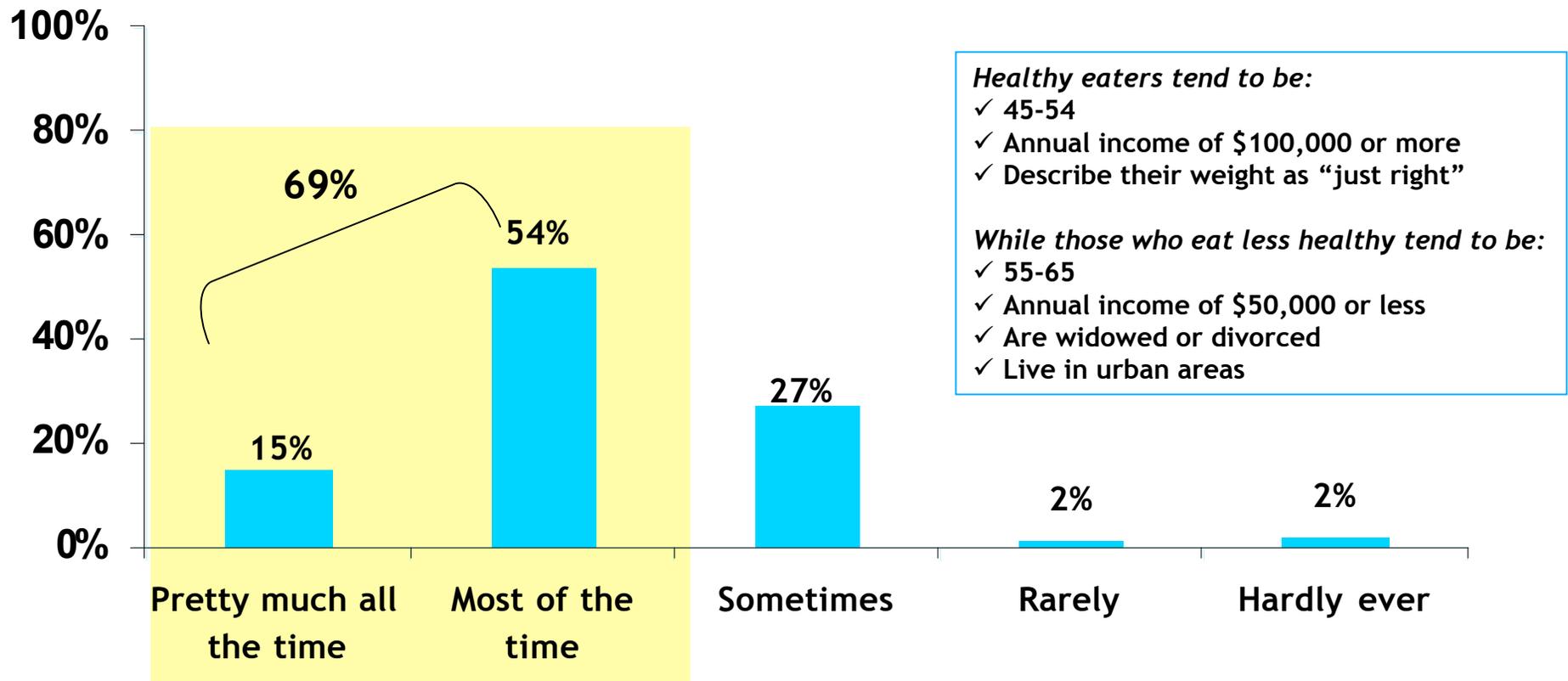


Eating Habits

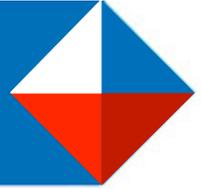


- The majority of adults 35 and older perceive themselves as healthy eaters- with 69% eating healthy at least most of the time.

Would you say you eat foods that are healthy...

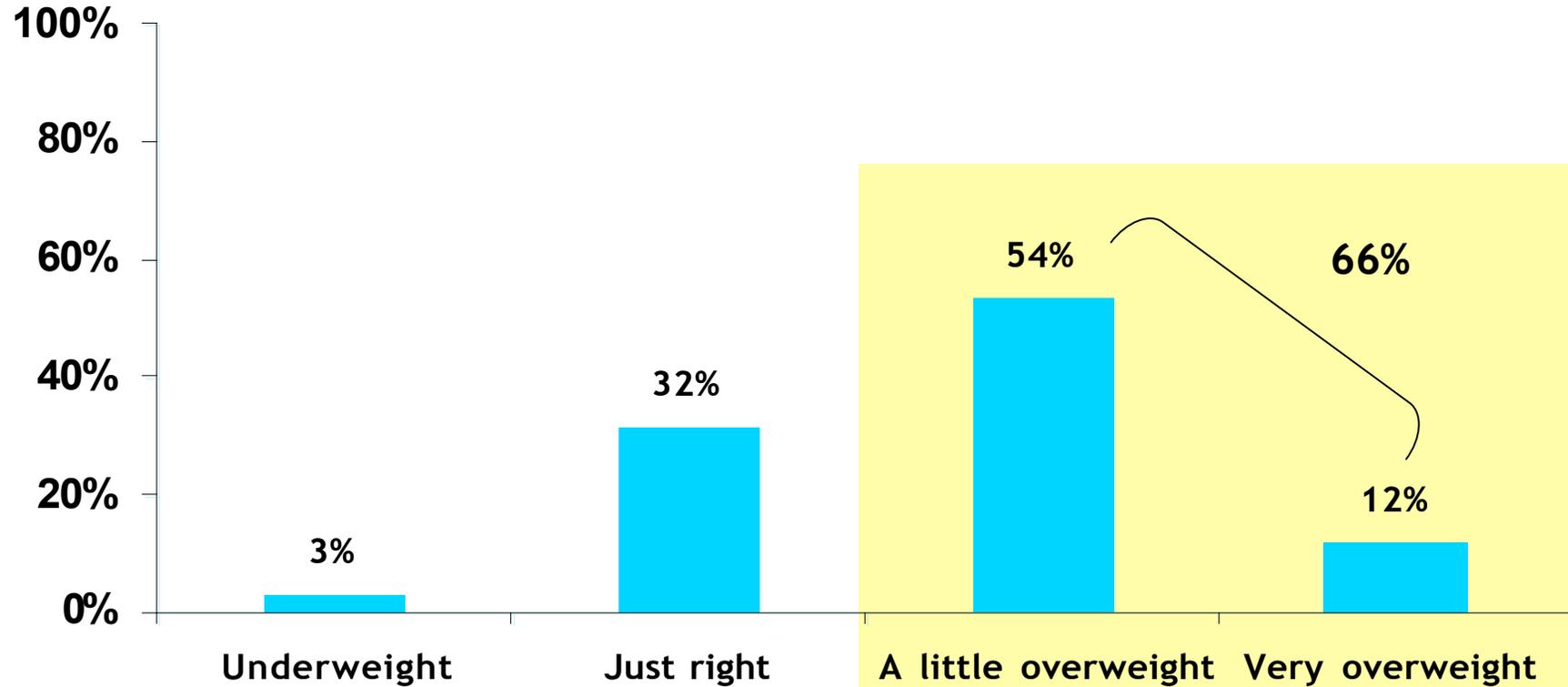


Weight Perceptions



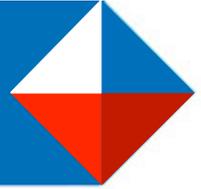
- Yet, two out of three adults (66%) describe themselves as overweight.

How would you describe yourself...



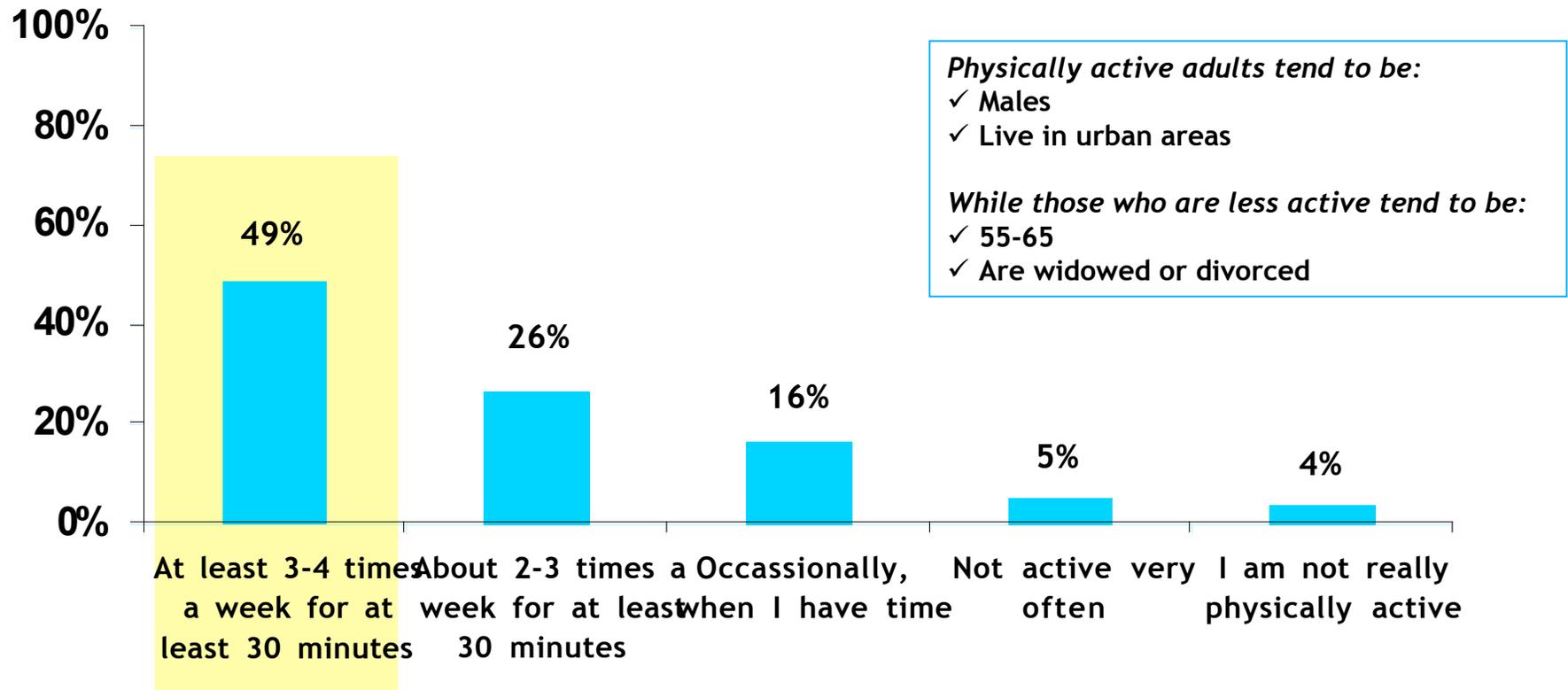
Q9. How would you describe your current body weight?

Physical Activity

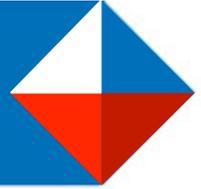


- Only half of Americans (49%) are getting the government recommended amount of weekly exercise (3 to 4 times a week for at least 30 minutes).

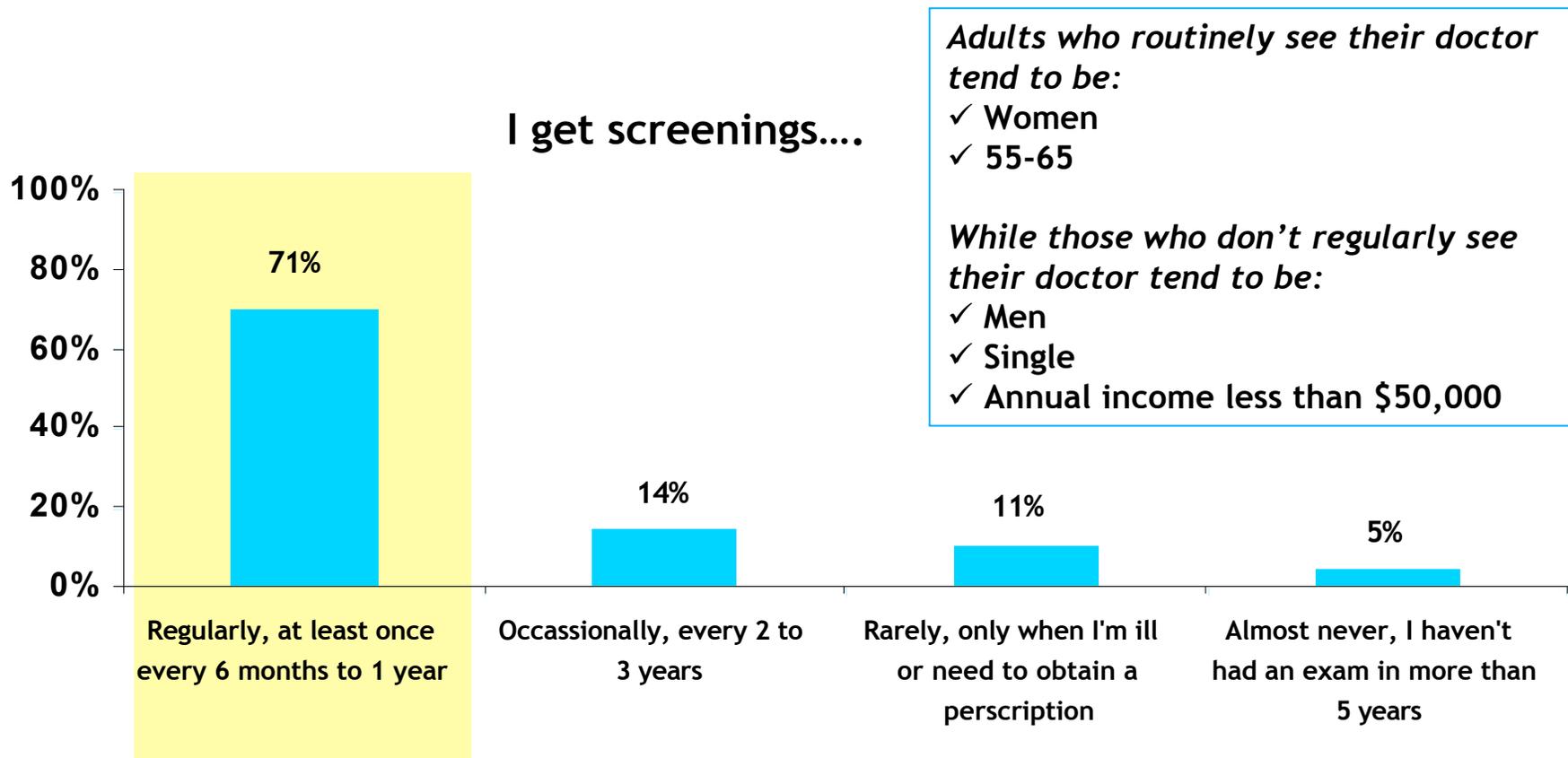
I am physically active....



Doctor Check-ups and Screenings

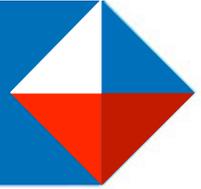


- Approximately 1 out of 3 adults (29%) did not see their doctor this year for a routine check-up or screening.

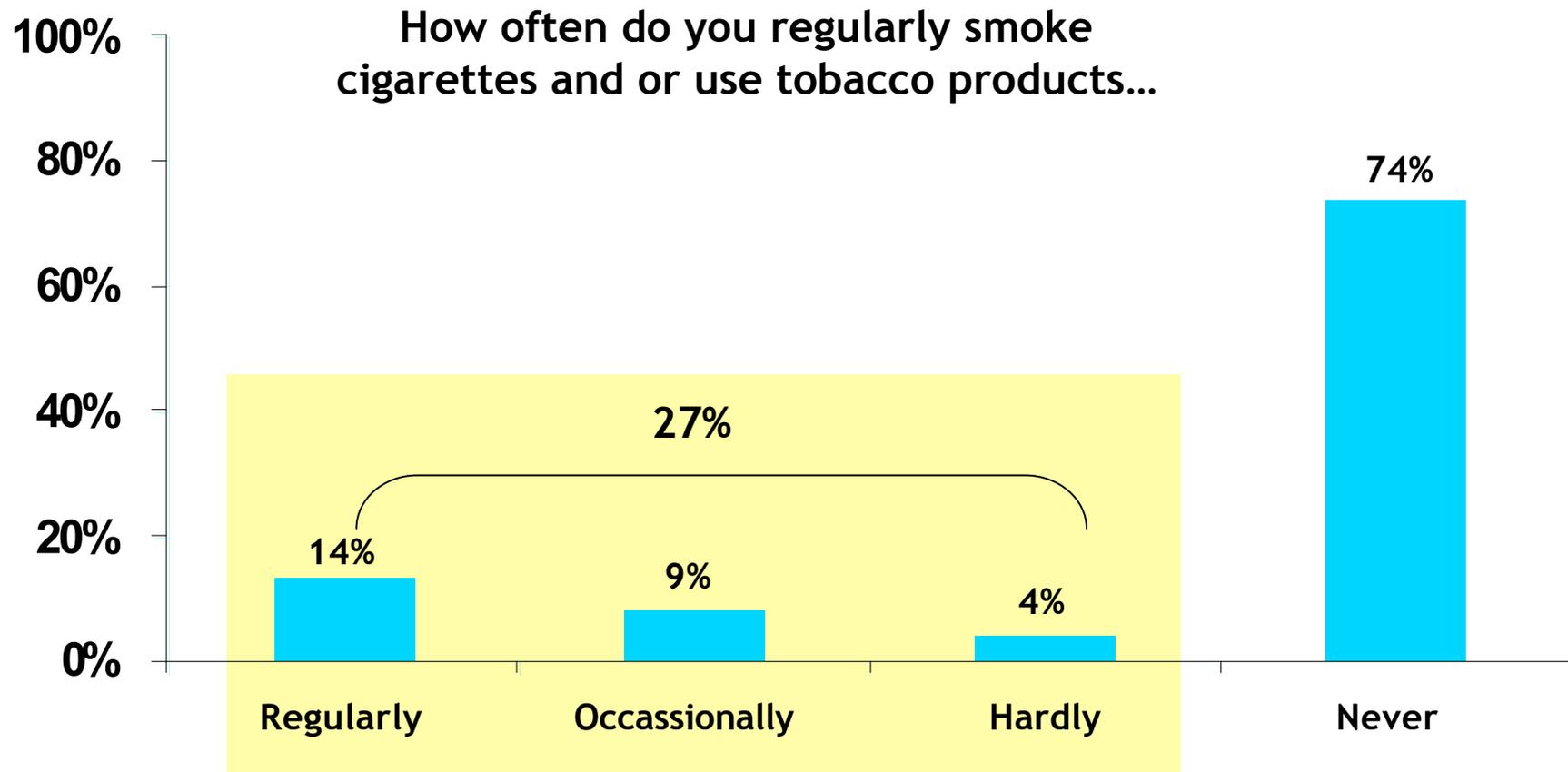


QA5. Which one of the following would you say best describes how often you visit the doctor for routine checkups and/or screenings?

Smoking and Tobacco Habits



- More than one-quarter of adults (27%) admit to smoking or using tobacco products at least some of the time.

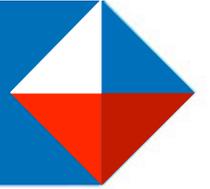


QA3. Which of the following best describes you?



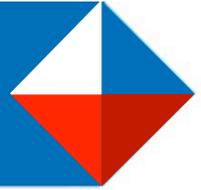
Awareness and Knowledge

Calling Americans to Action...

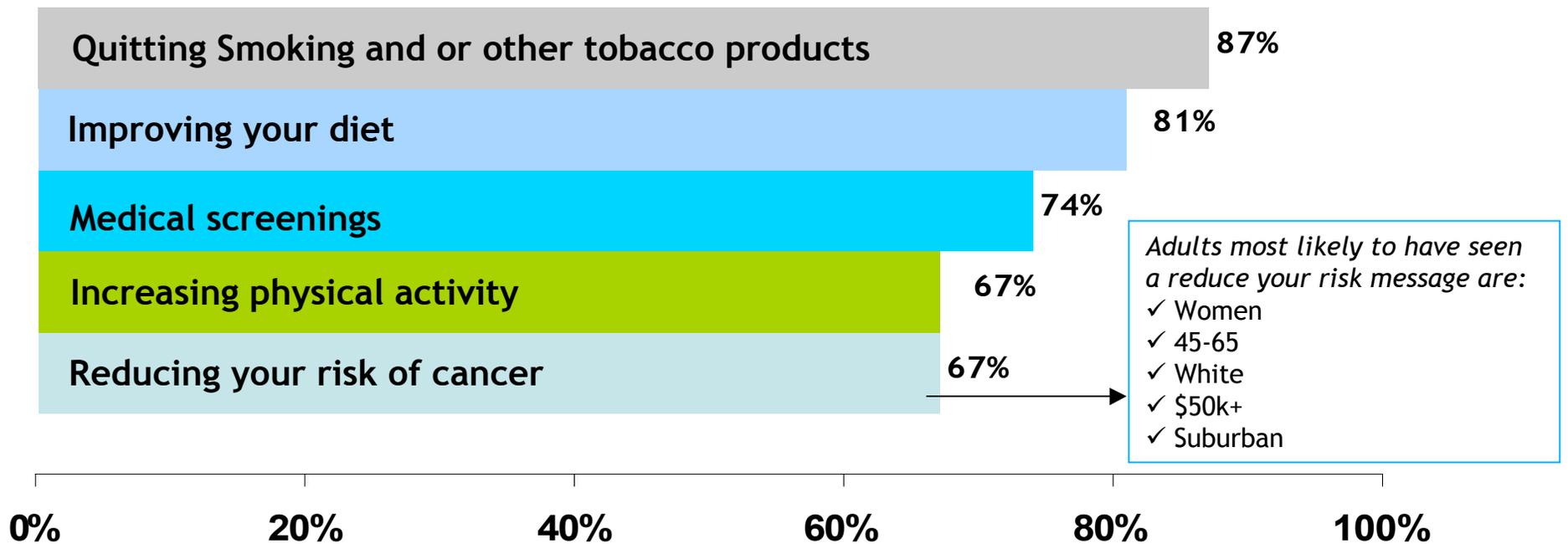


AWARENESS of cancer risk messages leads to increased **KNOWLEDGE**...which leads to recognizing the **IMPORTANCE** of reducing your risk....ultimately motivating Americans to **ACTIVELY TAKE STEPS!**

Awareness of Reducing Your Risk in the Media



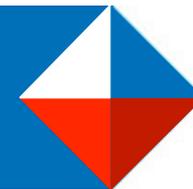
- While the strong majority of Americans have heard news about smoking related reducing your risk, fewer have heard news about reducing your risk in general.
 - *C-Change message will serve to educate Americans on the overall ability to reduce your risk, as well as touching on specific behavior areas.*



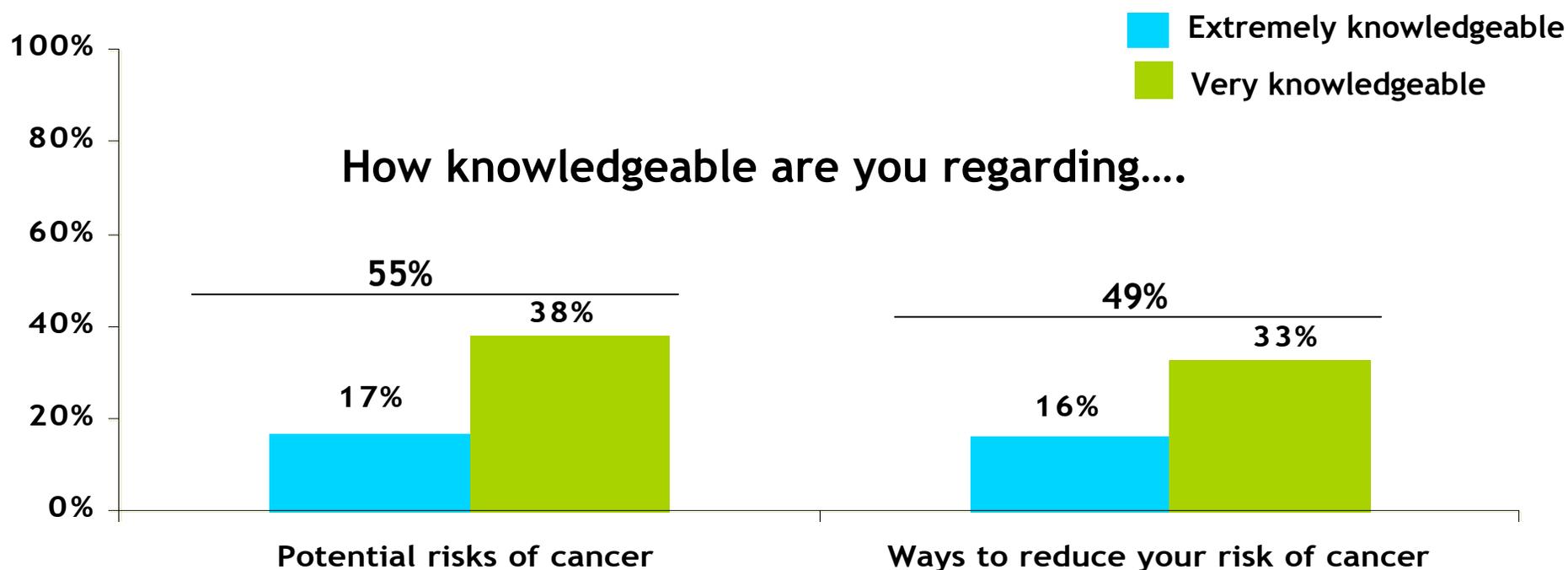
QB1-B5. In the past 6 months, have you seen or heard anything that talked about how _____ can reduce your risk of cancer? Yes or No

Improving your diet / Increased physical activity/ Medical screenings / Quitting smoking and or other tobacco products

Knowledge of Cancer



- Self-reported knowledge is relatively low with only half of Americans claiming to be knowledgeable about the risks and ways to reduce cancer.
 - *Opportunity for C-Change to increase the knowledge of Americans!*



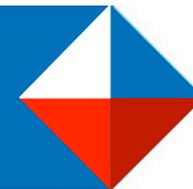
QC2. How knowledgeable are you regarding the potential risks of cancer?

QC3. How knowledgeable are you regarding ways to reduce your risk of cancer?

5 point scale

Extremely knowledgeable, Very knowledgeable, Somewhat knowledgeable, Not too knowledgeable, Not at all knowledgeable

Importance of Reducing Your Risk



- Currently, approximately half of Americans recognize the extreme importance of reducing their risk of cancer.
 - *C-Change messaging appropriately speaks to the importance of reducing the risk.*

Total	Importance	
	Extremely Important	Extremely/ Very Important
<u>Reducing the risk of cancer</u>	45	86
Quit smoking and/or using other tobacco products	44	69
Smokers	30	63
Non Smokers	48	71
Early detection of cancer by medical screening	43	83
Having a healthy diet	39	79
Being physically active	34	78

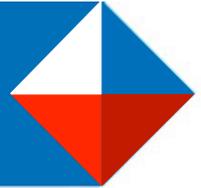
Smokers are less likely to see the importance of not smoking or using tobacco products than non-smokers!

QC1. How personally important to you is the issue of...

5 point scale

Extremely important, Very important, Somewhat important, Not too important, Not at all important

Difficulty of Reducing Your Risk



- Approximately one-quarter of adults perceive reducing their risk of cancer as extremely or very difficult.
 - *C-Change messages will serve to motivate adults and further reinforce the ease of change by providing small steps that really work.*

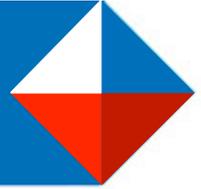
Total	Difficulty	
	Extremely Difficult	Extremely/ Very Difficult
<u>Reducing the risk of cancer</u>	8	25
Quit smoking and/or using other tobacco products	35	63
Smokers	45	76
Non-Smokers	31	58
Having a healthy diet	10	25
Early detection of cancer by medical screening	8	17
Being physically active	9	22

Smokers find it extremely difficult to quit!



5 point scale

Awareness and Knowledge of Cancer

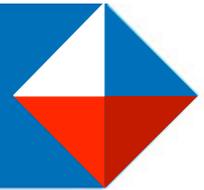


Gender	<ul style="list-style-type: none">• Females are hearing messages about reducing your risk of cancer (74% vs. 61% males)• Females agree reducing your risk of cancer is extremely important (50% vs. 40% males).
Ethnicity	<ul style="list-style-type: none">• African Americans and Hispanics are least likely to have seen messages about reducing your risk (51% African Americans vs. 49% Hispanics vs. 73% of Whites)• Yet, African Americans are most likely to strongly agree being physically active (46%) and having a healthy diet is extremely important (60%)• Hispanics and African Americans also strongly agree early detection of cancer by medical screening is extremely important (55% vs. 51% African Americans & 41% Whites)
Those Actively Taking Steps	<ul style="list-style-type: none">• Those taking steps to reduce their risk of cancer are extremely knowledgeable about the potential risks of cancer (24%) and the ways to reduce their risk of cancer (23%)

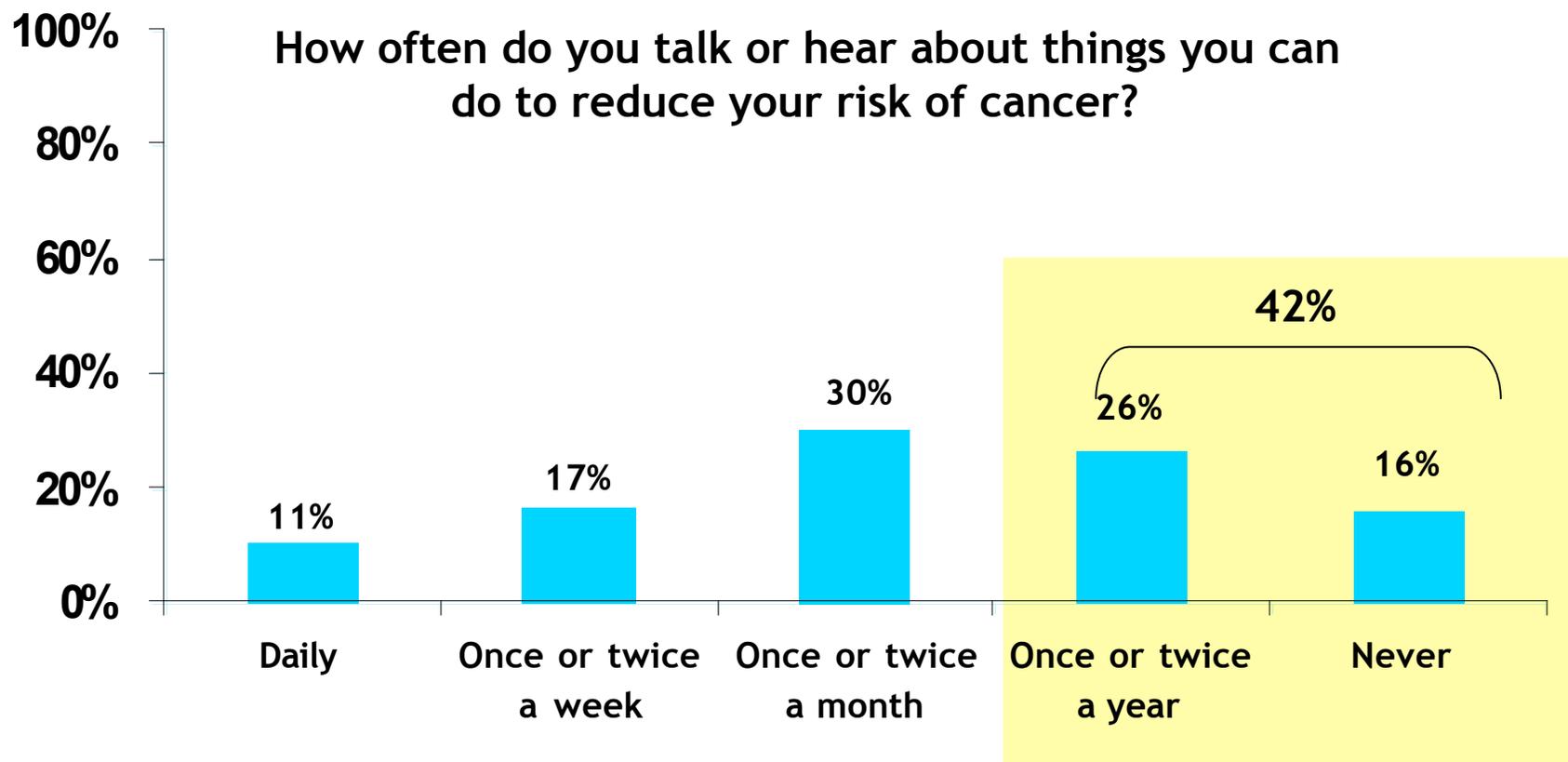


Engaging in Conversations About Cancer

Conversations About Reducing Your Risk

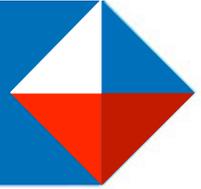


- Over 4 out of 10 Americans talk or hear about ways to reduce their risk of cancer very infrequently (once a year or less).
 - *Great opportunity for C-Change to encourage and direct conversation.*

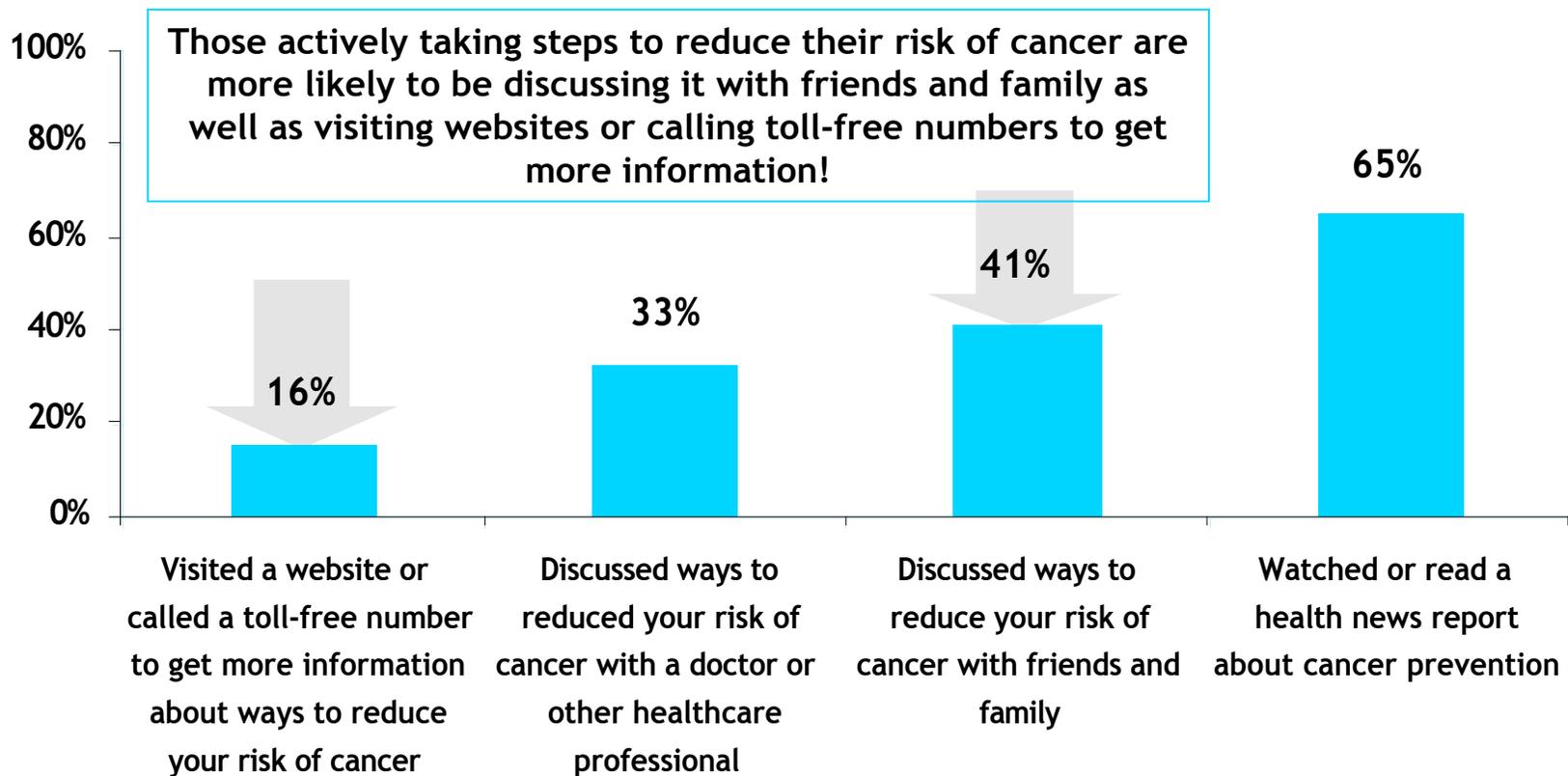


QC9. How often do you talk about or hear about things you can do to reduce your risk of cancer?

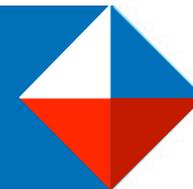
Discussing Reducing Your Risk



- The minority of adults have discussed ways to reduce cancer with their doctors, family or friends.
 - *C-Change messages can spark the conversation.*



Reducing Your Risk at the Top of Your Mind



- Approximately half of adults strongly perceive reducing your risk of cancer as an issue people are engaged in.
 - *C-Change should aim to bring the issue of reducing your risk up to top of people's minds.*

Total	Strongly Agree	Strongly/ Somewhat Agree
Reducing your risk of cancer is an issue I see and hear about a lot	54	83
Reducing your risk of cancer is an issue people are talking about these days.	51	86
Reducing your risk of cancer is an issue that is on people's minds	50	84

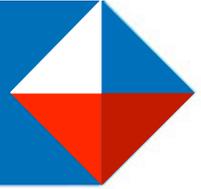


While smokers are more likely to see and hear about the issue a lot (61% of smokers strongly agree vs. 47% of non-smokers), they find it more difficult to take action.

QC10. How much do you agree or disagree with the following statements?
 Agree strongly, Agree somewhat, Disagree somewhat, Disagree strongly

4 point scale

Engaging conversation about cancer



Gender

- Females are more likely to visit a website or call a toll-free number to learn more about reducing their risk of cancer (19%)
- Females are more likely to talk to their doctor about reducing their risk of cancer (40%)

Ethnicity

- African Americans are significantly more likely to be discussing ways to reduce their risk of cancer with friends and family than Hispanics (51% vs. 34%)
- Whites and African Americans are more likely to strongly agree reducing your risk of cancer is an issue people are talking about these days (52% White, 56% African American vs. 38% Hispanic)

Those Actively Taking Steps

- Those actively taking steps are more likely to reach out for additional information.
 - 14% have visited a website or called a toll-free number
 - 43% have talked with their doctor about reducing their risks

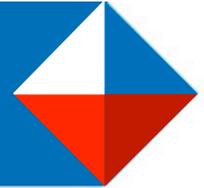
Family History

- Those who know someone who has been diagnosed with cancer are more likely to visit a website or call a toll-free number to learn more about cancer (17%) and also more likely to talk to their doctor (34%)



You Can Reduce Your Risk

You Can Make a Change

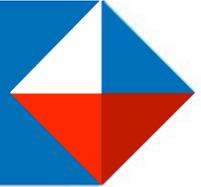


- Seven in ten adults strongly agree that things you do today can reduce your risk of cancer in the future but fewer are aware of the role diet and physical activity can play.
 - *C-Change messaging will further reinforce the need for immediate call to action, as well as how diet and activity can impact their risk.*

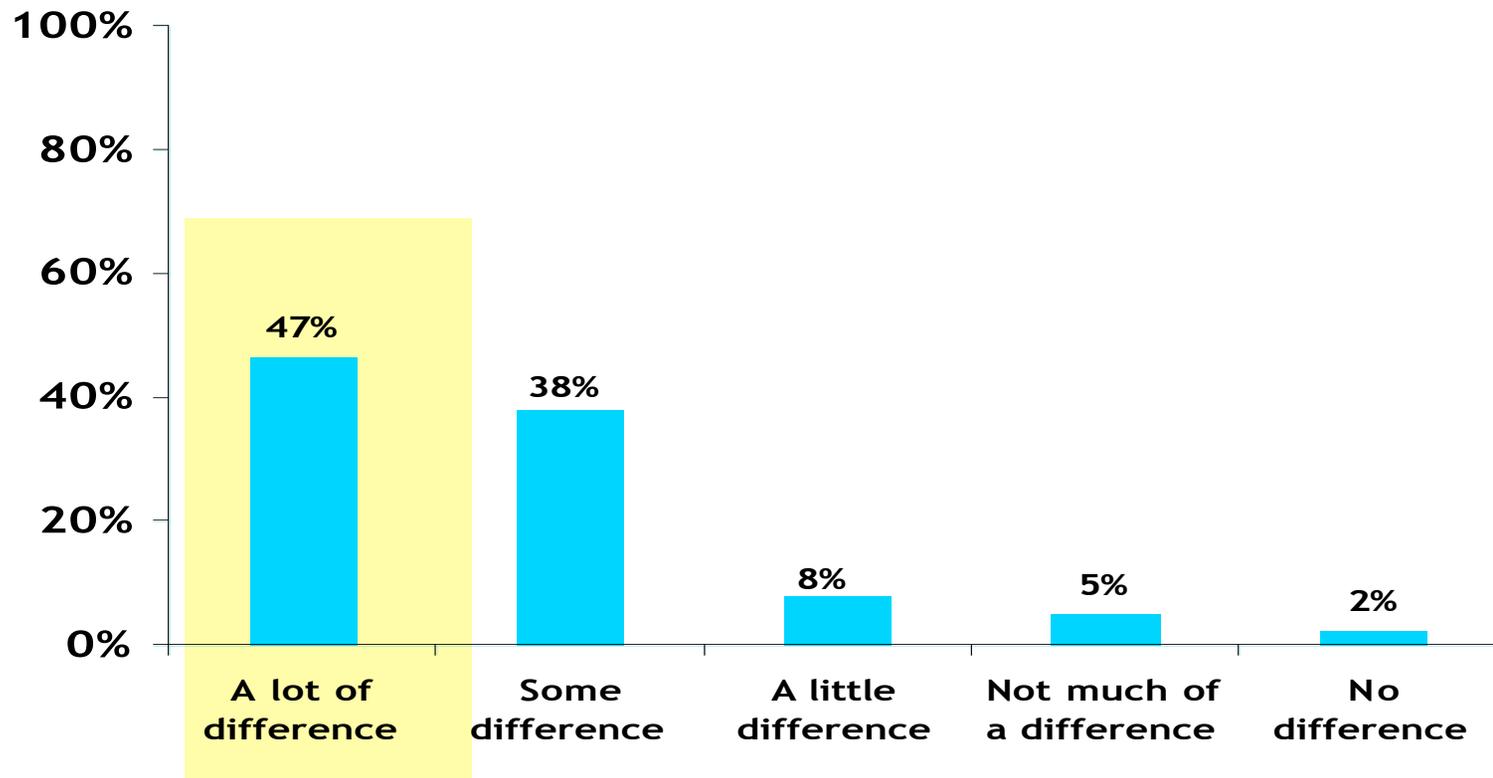
Total	Smokers		Non-Smokers	
	Strongly Agree	Strongly/Somewhat Agree	Strongly Agree	Strongly/Somewhat Agree
<u>Things you do today can reduce your risk of cancer in the future</u>	67	92	71	95
<i>Quitting smoking</i> and/or other tobacco products can reduce your risk of cancer	81	96	92	97
Early <i>screening</i> can reduce your risk of cancer	71	92	73	93
Improving your <i>diet</i> can reduce your risk of cancer	53	89	64	95
Increasing your <i>physical activity</i> can reduce your risk of cancer	55	84	57	88

4point scale

Making a difference

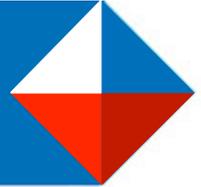


- While the majority of adults agree that things you do today can reduce your risk, less than half of Americans believe they can make a *lot of difference*.
 - *C-Change messages will reinforce how much impact an individual can have on reducing their risk.*

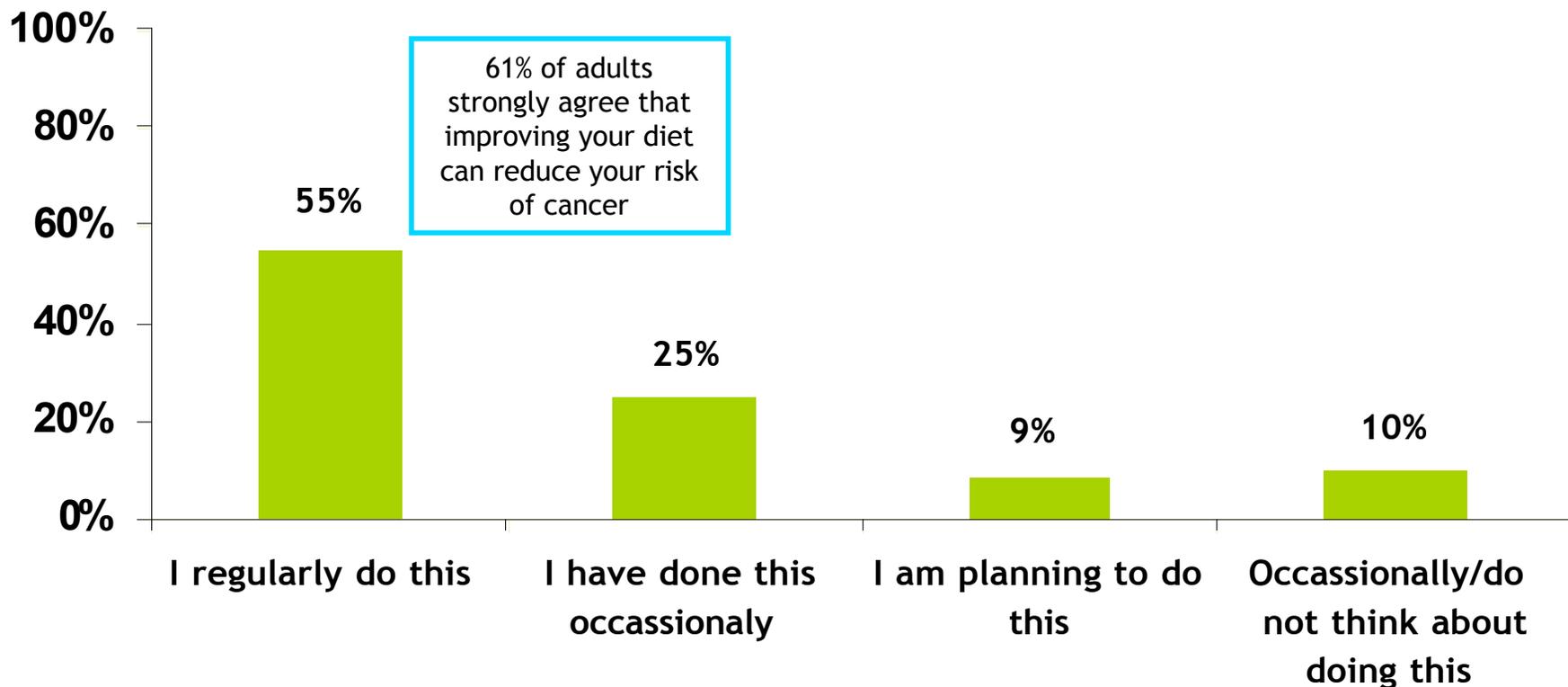


QC4. How much of a difference do you think you as an individual can make in reducing your risk of cancer?

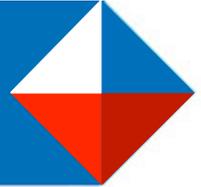
Diet—Awareness vs. Action



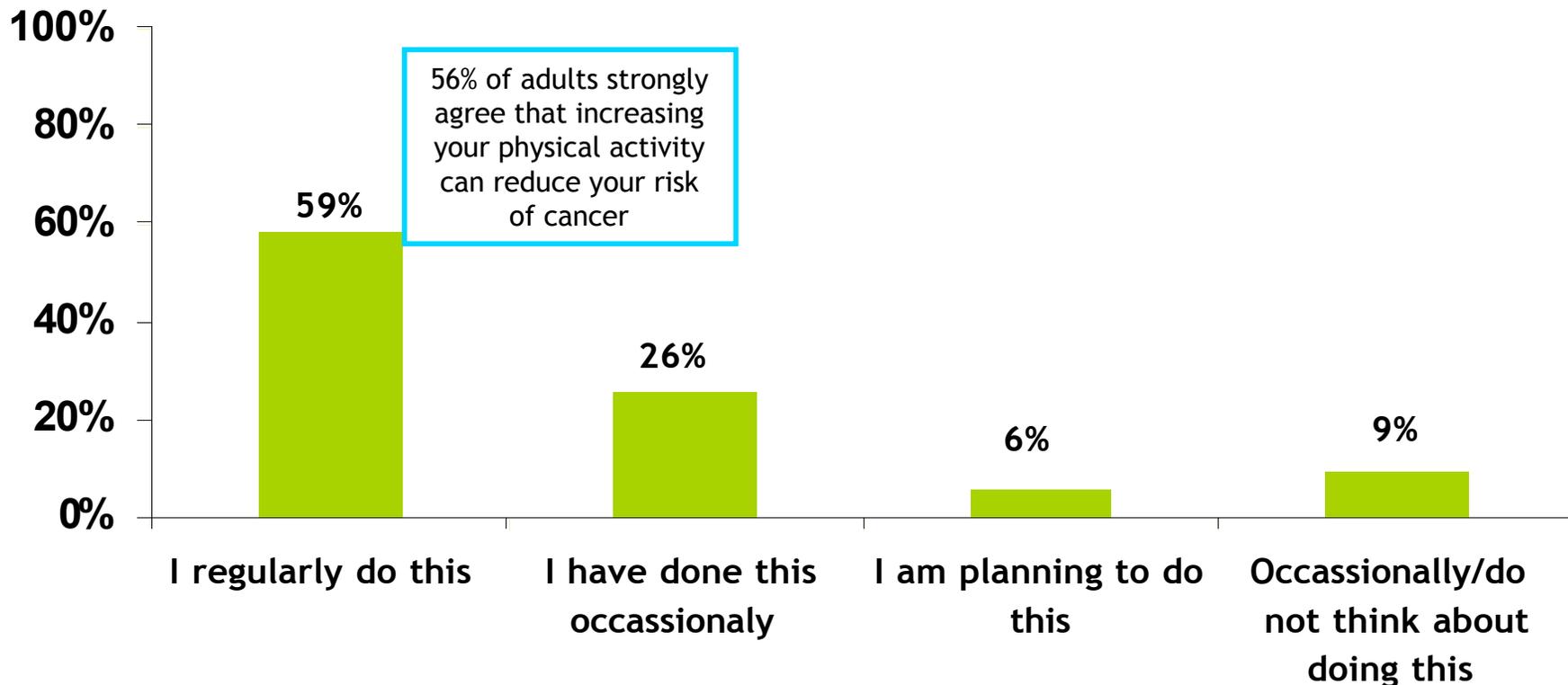
- Awareness of the role of diet in reducing your risk, coincides with behavior—with 61% of adults strongly agreeing that improving your diet can reduce your risk of cancer and 55% regularly maintaining a healthy diet.



Activity—Awareness vs. Action

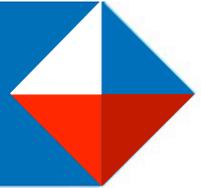


- Similarly, awareness of activity and reducing your risk is linked to adults' behaviors. More than half of adults (56%) agree that increasing your physical activity can reduce your risk of cancer and 59% workout on a regular basis.

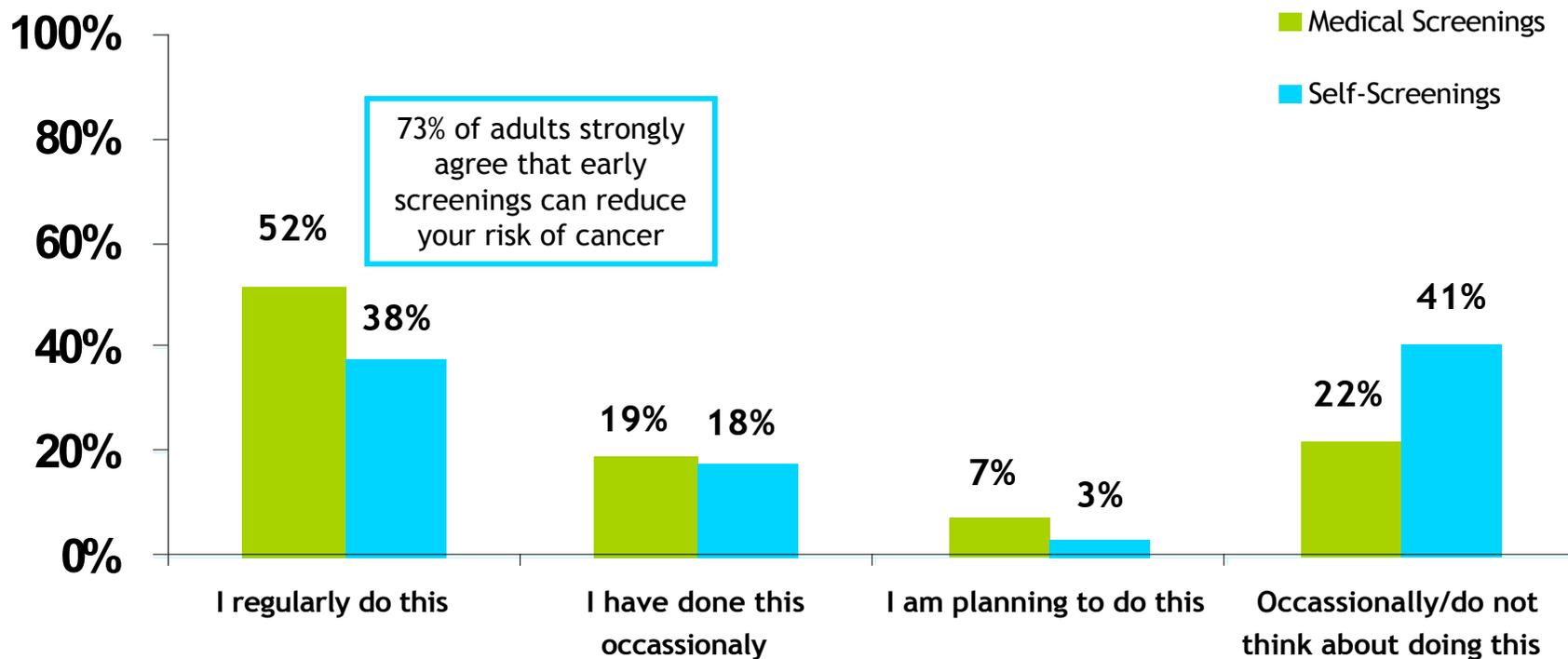


QC7. For the actions described below, please indicate which statement best describes you? Physically active on a regular basis

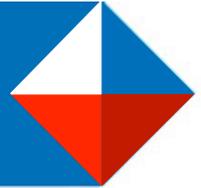
Screenings—Awareness vs. Action



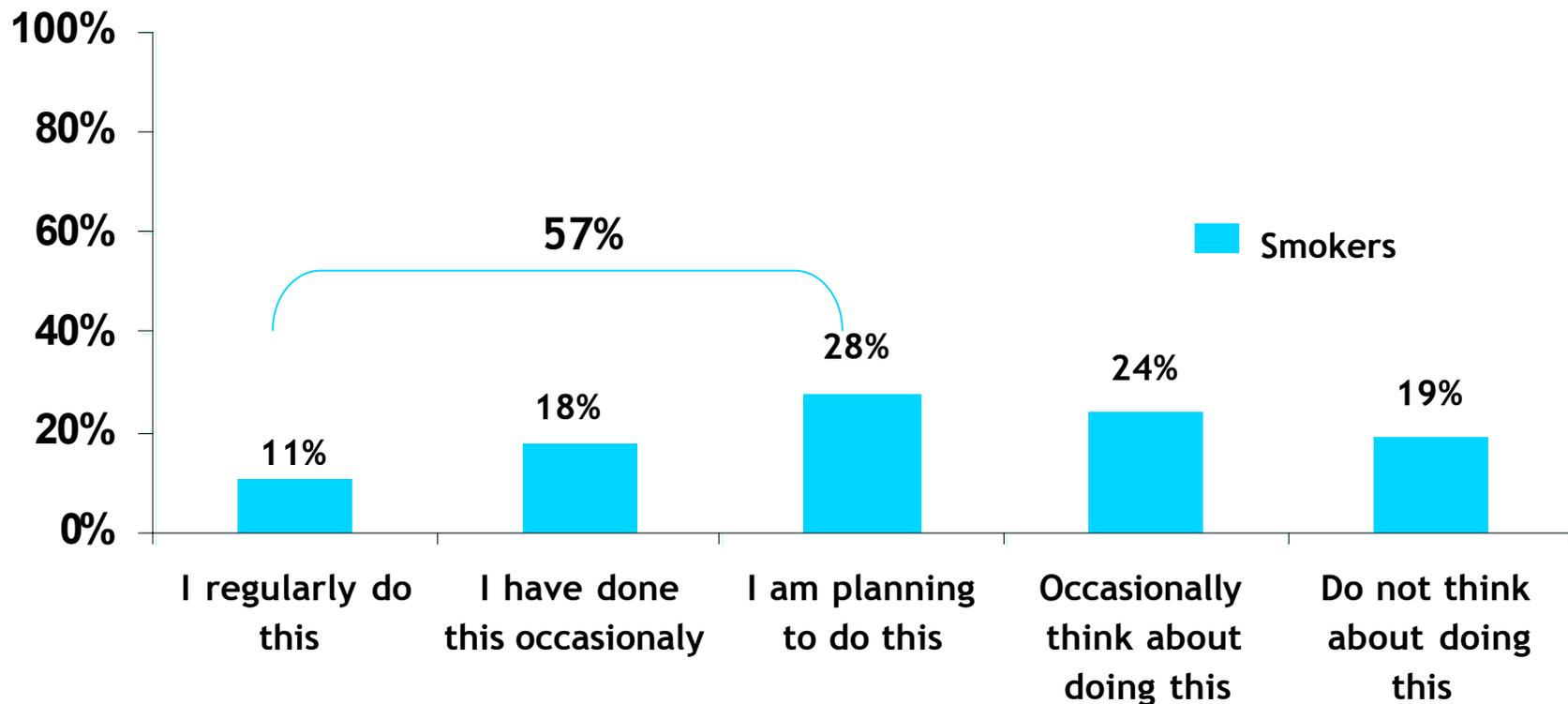
- However, unlike diet and activity, there appears to be a disconnect for Americans between awareness of screenings and action. While 73% of adults agree that early screenings can reduce their risk, only 52% regularly get medically screened and only 38% perform self-checks.
 - Large opportunity for C-Change to encourage screenings, particularly self-screenings.



Frequency of Quitting Smoking



- The majority of smokers have tried or are planning on trying to quit smoking.
 - *Messaging involving small steps may help to provide further motivation for those trying to quit, as well as giving others a reason to start acting.*



QC7. For the actions described below, please indicate which statement best describes you? Quit smoking or other tobacco products

You Can Make a Difference

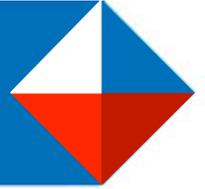


Gender	<ul style="list-style-type: none">• Females agree strongly that things you do today can reduce your risk of cancer in the future (74% vs. 65% males)• Females regularly get medically screened by their doctor (65% vs. 37% males)
Ethnicity	<ul style="list-style-type: none">• African Americans are significantly more likely to strongly agree improving your diet can reduce your risk of cancer (73% vs. 60% White & 57% Hispanic)
Age	<ul style="list-style-type: none">• Adults 45-54 regularly perform self cancer screenings at home compared to younger adults (42% vs. 32% 35-44 year olds)
Actively Taking Steps	<ul style="list-style-type: none">• Those actively taking steps to reduce their risk of cancer find it <i>not at all difficult</i> to (16% to reduce their risk of cancer and they feel they can make <i>a lot of difference</i> in reducing their risk (58%)• Those not actively taking steps to reduce their risk of cancer feel they can make only <i>a little difference</i> (14%) in reducing their risk of cancer



Appendix

Gender Differences



Current Habits

- Females are more likely to strongly agree they are taking steps to reduce their risk of cancer (50% vs. 37% males).
- Females are significantly more likely to perform self-screenings at home than males. (48% vs.17%).

Knowledge of Cancer

- Females agree reducing your risk of cancer is extremely important (50% vs. 40% males).

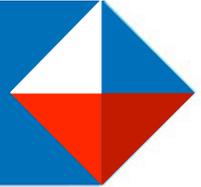
Engaging in Conversations

- Females are more likely to be discussing ways to reduce their risk of cancer with friends and family (47% vs. 36% males).
- Females are also more likely to discussing ways to reduce their risk of cancer with a doctor (40% vs. 25% males).

You Can Reduce Your Risk

- Females agree strongly that things you do today can reduce your risk of cancer in the future (74% vs. 65% males).
- Females regularly get medically screened by their doctor (65% vs.37% males).

Ethnicity Differences



Current Habits

- There is little or no difference between ethnic groups

Knowledge of Cancer

- African Americans strongly agree being physically active is extremely important (46% vs. 32% White).
- African Americans also strongly agree having a health diet is extremely important (60% vs. 43% Hispanic & 36% White).
- Hispanics strongly agree early detection of cancer by medical screening is extremely important (55% vs. 41% Whites).

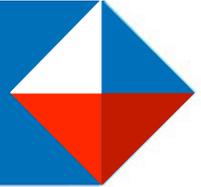
Engaging in Conversations

- African Americans are significantly more likely to be discussing ways to reduce their risk of cancer with friends and family than Hispanics (51% vs. 34%).
- Whites and African Americans are more likely to strongly agree reducing your risk of cancer is an issue people are talking about these days (52% White, 56% African American vs. 38% Hispanic).

You Can Reduce Your Risk

- African Americans are significantly more likely to strongly agree improving your diet can reduce your risk of cancer (73% vs. 60% White & 57% Hispanic).

Age Differences



Current Habits

- Older adults are significantly more likely to strongly agree they are taking steps to reduce their risk of cancer (49% 55-65 vs. 38% 35-44 years old).
- Older adults are more likely to get regular cancer screenings from their doctor (50% 55-65 years old vs. 40% 35-44 years old).

Knowledge of Cancer

❖ There is little or no difference by age.

Engaging in Conversations

- Older adults are significantly more likely to strongly agree reducing your risk of cancer is an issue people are talking about these days (55% vs. 45% 35-44 year olds).

You Can Reduce Your Risk

- Adults 45-54 regularly perform self cancer screenings at home compared to younger adults (42% vs. 32% 35-44 year olds).